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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/727,161	12/02/2003	Simon Robert Walmsley	PEA21US	6711

24011 7590 06/13/2006

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AUSTRALIA

EXAMINER

LEWIS, CHERYL RENE A

ART UNIT	PAPER NUMBER
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2167

DATE MAILED: 06/13/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b> 10/727,161	<b>Applicant(s)</b> WALMSLEY, SIMON ROBERT	
	<b>Examiner</b> Cheryl Lewis	<b>Art Unit</b> 2167	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) ☒ Responsive to communication(s) filed on 02 December 2003.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) ☒ Claim(s) 1-21 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-21 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date <u>12/2/04</u> . | 6) <input type="checkbox"/> Other: _____  |

### **DETAILED ACTION**

1. Claims 1-21 are presented for examination.

#### ***Priority***

2. Receipt is acknowledged of papers, Australian application 2002953134 filed December 2, 2002 and application 2002953135 filed December 2, 2002, submitted under 35 U.S.C. 119(a)-(d), which papers have been placed of record in the file.

### **INFORMATION DISCLOSURE STATEMENT**

3. The information disclosure statements filed on December 2, 2004, complies with the provisions of MPEP § 609. They have been placed in the application file, and the information referred to therein has been considered as to the merits.

#### ***Compact Disc Submission***

4. The description portion of this application contains a computer program listing consisting of more than three hundred (300) lines. In accordance with 37 CFR 1.96(c), a computer program listing of more than three hundred lines must be submitted as a computer program listing appendix on compact disc conforming to the standards set forth in 37 CFR 1.96(c)(2) and must be appropriately referenced in the specification (see 37 CFR 1.77(b)(5)). Accordingly, applicant is required to cancel the computer program listing appearing in the specification on pages 25-1067, file a computer

program listing appendix on compact disc in compliance with 37 CFR 1.96(c) and insert an appropriate reference to the newly added computer program listing appendix on compact disc at the beginning of the specification.

### ***Specification***

5. The lengthy specification has not been checked to the extent necessary to determine the presence of all possible minor errors. Applicant's cooperation is requested in correcting any errors of which applicant may become aware in the specification.

### ***Claim Rejections - 35 USC § 102***

6. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

7. Claims 1-21 are rejected under 35 U.S.C. 102(e) as being anticipated by Meisel et al. (Pat. No. 7,035,812 B2 filed February 1, 2002, hereinafter Meisel).

8. Regarding Claim 1, Meisel teaches a system and method for enabling multi-element bidding for influencing a position on a search result list generated by a computer network search engine.

The method and associated system for a system and method for enabling multi-element bidding for influencing a position on a search result list generated by a computer network search engine as taught or suggested by Meisel includes:

receiving at the first entity (col. 12, lines 30-65, element 110) a request for a second entity (col. 12, lines 30-65, element 120) for one or more of the values (figure 2, element 110 'SECURE LOGIN SCREEN – REQUEST USER NAME & PASSWORD') for one or more of the pieces of secret information (figure 5, element 302 'USER NAME', element 304 'PASSWORD', and elements 310-325) stored in the first entity (col. 13, lines 52-67, '...advertiser account record 300 in the database.');

and in response to the request, outputting the values to the second entity (figure 2, element 180, '...viewing activity reports 180.', col. 13, lines 40-50).

2. Regarding Claim 2, Meisel teaches the pieces of secret information has an associated index and the request includes one or more of the indexes to identity those pieces of secret information for which the values are requested (col. 13, lines 41-51).

3. Regarding Claim 3, Meisel teaches a request for the values all of the pieces of secret information and the response orders the values such that the second entity can determine which values are associated with which piece of secret information and can use the order to generate an index for the secret information (col. 13, lines 40-67, col. 14, lines 39-64).

4. Regarding Claim 4, Meisel teaches receiving a request from the second entity identifying a function (figure 5, element 302 'USER NAME', element 304 'PASSWORD', and elements 310-325, col. 12, lines 30-65, col. 13, lines 40-67, col. 14, lines 39-64)

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and identifying the index of a piece of secret information to be used in performing the function and performing the function using the identified piece of secret information (figure 5, element 302 'USER NAME', element 304 'PASSWORD', and elements 310-325, col. 12, lines 30-65, col. 13, lines 40-67, col. 14, lines 39-64).

5. Regarding Claim 5, the limitations of this claim have been presented in the limitations of claims 1, 3, and 4 presented above. It is therefore rejected as set forth above.

6. Regarding Claim 6, Meisel teaches secret information is stored in one or more physical locations of the first entity (figure 1, element 12), and wherein the values are not indicative of those physical locations (figure 1, element 20).

7. Regarding Claim 7, Meisel teaches the first entity is implemented in a first integrated circuit (figure 1, element 20) and the second entity is implemented in a second integrated circuit (figure 1, element 20).

8. Regarding Claim 8, Meisel teaches a memory for storing the pieces of secret information and the values (figure 1).

9. Regarding Claim 9, Meisel teaches the physical location of a piece of the secret information having particular attributes (figure 5, element 302 'USER NAME', element 304 'PASSWORD').

10. Regarding Claim 10, Meisel teaches each of the pieces of secret information is a key for use with a corresponding authentication (figure 2, element 110 'SECURE LOGIN SCREEN – REQUEST USER NAME & PASSWORD').

11. Regarding Claims 11 and 13, the limitations of this claim has been noted in the rejection of claim 10 above. It is therefore rejected as set forth above.

12. Regarding Claim 12, Meisel teaches the attribute stored for at least one of the pieces of secret information is the length of that at least one of the pieces of secret information (figure 5, element 302 'USER NAME', element 304 'PASSWORD', and elements 310-325).

13. Regarding Claim 14, Meisel teaches the attribute value stored for at least one of the pieces of secret information is indicative of a permission associated with that at least one of the pieces of secret information (figure 5, element 302 'USER NAME', element 304 'PASSWORD', and elements 310-325).

14. Regarding Claims 15 and 21, the limitations of this claim has been noted in the rejections of claims 9-14 presented above. It is therefore rejected as set forth above.

15. Regarding Claims 16-20, Meisel teaches the means which essentially comprises the same means as a printer (col. 29, lines 27-41).

#### **NAME OF CONTACT**

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Cheryl Lewis whose telephone number is (571) 272-4113. The examiner can normally be reached on 6:30-3:00.

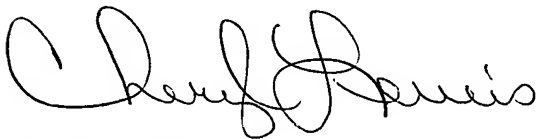
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Cottingham can be reached on (571) 272-7079. The fax phone number for the organization where this application or proceeding is assigned is (571) 273-8300.

(571) 273-4113 (Use this FAX #, only after approval by Examiner, for "INFORMAL" or "DRAFT" communication. Examiners may request that a formal paper/amendment be faxed directly to them on occasions.).

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist/ Technology Center (571) 272-2100.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see <http://pair-direct.uspto.gov>.  
Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

A handwritten signature in black ink, appearing to read "Cheryl Lewis". The signature is fluid and cursive, with the first name "Cheryl" and last name "Lewis" clearly distinguishable.

Cheryl Lewis  
Patent Examiner  
June 9, 2006